WEEKLY REVIEW

First Week of Contest is Over

Have YOU Made a Good Start?

At This Season of the Year Our Splendid Mailing Card and Blotter Service Should Help Your Sales Wonderfully

Wake Up Man, WAKE UP

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME TWO — Thursday, June 3, 1909 — NUMBER TWENTY-FOUR

Handicap Contest

Starts May 31st, Ends July 31st

SEVEN PRIZES OFFERED

First, Original Painting, Valued $100.00 or More
Second, Original Painting, Valued $100.00 or More

Third	- -	$30.00 Cash
Fourth	- -	25.00 Cash
Fifth	- -	20.00 Cash
Sixth	- -	15.00 Cash
Seventh	- -	10.00 Cash

Standings Published Weekly

Scores Based on Averages for Year to May 1st

New Men to be Rated by Sales Department

10 Points for Writing an Average Weekly Total.
1 Point Less for Each 1-10 Less Than Weekly Total.
2 Points for Each 1-10 Increase Over Weekly Average.
10 Points for Largest Increase Over Weekly Average.
5 Points for Second Largest Increase Over Weekly Average.

10 Points for Largest Number of Orders, Weekly.
5 Points for Second Largest Number of Orders, Weekly.
1 Point for Each Day's Business.
1 Point Extra for Writing Business on the Fifth Day.
3 Points Extra for Writing Business on the Sixth Day.
1 Point for Each Mailing Card or Blotter Order.

At the time this article is dictated the sales force has just entered upon the new contest, and we sincerely trust that every man on the force has entered into the work with a spirit of determination to make a good showing. The whole success of a contest of this sort, and as a matter of fact the success of a salesman in the calendar line, or any other line for that

matter, depends entirely upon the spirit and enthusiasm with which he works.

The object in arranging a contest such as that now on is to create enthusiasm and a friendly spirit of rivalry, and we want each man to enter the contest with a spirit of proving to the company and your fellow workers that you are just as good a salesman as any other fellow on the G.-B. force. Of course, there are men on the force who sell more goods than others, in some cases due to their experience in the calendar business or in the selling game, and allowances are made for all of these points, each man being rated in the present contest, on a basis of what he has done, or in the case of new men, on what a new man in the game ought to do.

The man who keeps up to the average set for him or increases his average and does it with regularity has a mighty good chance of winning a prize and at the same time it must be borne in mind that the effort which a salesman puts forth in a contest of this sort is bound to pay him well regardless as to whether or not he wins a prize.

We would like to see this contest the most successful and keenly contested one of the year, and we believe it is going to be. You must remember that you are just as good a man as the other fellow and that there is no good reason why you should fail to prove just as big a success as any man on the force. Every man is offered exactly the same proposition. One territory is as good as another, and it is simply a question of how you handle the proposition, and the work you put in that will determine your success in the game.

We don't believe that we are asking too much of a man who has good health, when we say that he ought to secure some business practically every day when in the field. With our splendid line of calendars, our line of mailing cards with the new series of advertisements for different lines of business, and our splendid line of blotters including the small size Palm series recently out, a man certainly should be able to pick up some business every day.

Just as soon as a salesman can produce business with regularity his success as a calendar salesman is established, as a man does not have to write a particularly large volume of business to derive a handsome income. A salesman must also remember, particularly if he is a new man at the game, that a certain amount of missionary work must be done, and a territory must be built up. It would hardly be expected that a new man could go into a territory and produce as much business as a man who had been in the field for years. Therefore, if you are doing only a fair business now, you must work with enthusiasm, and bear in mind that the chances are ten to one that you will be able to double your business another year.

Mr. T. R. Gerlach, who is undoubtedly as successful a salesman as ever sold calendars, made the remark the other day, that in all his years in the field he never failed to increase his business each year, and for the past few years he worked in practically the same field. A man would not expect to take up a profession, such as being an architect, doctor or something of that sort without devoting some few years to study, at a great expense and without deriving an income. In this line of work a new man can enter the field and make a good living and at the same time increase his income every year, if he will put forth his best efforts.

Withdraw Left Overs

CARDBOARD

No. 1993

The Auto Girl

H A N G E R

No. 3192

Contentment

Withdraw the above numbers at once, as no further orders will be accepted.

CONTEST FOR GRIPS ENDS HANDICAP CONTEST NOW ON

Are You Up to Your Average for the First Week? Second Week About to Open---Pitch in and Make it a Big Week

The contest for grips or trimmings ended May 22nd, five salesmen having won prizes. We are frank to say that we had expected that there would be at least ten or fifteen winners, and we must confess we are somewhat disappointed on the whole. At the same time we are not complaining as regards the volume of business booked by the sales force, as we have been able to announce from week to week substantial increases as you know.

One of the most surprising features of the contest is the fact that there are a number of men who have fallen short of the mark set for them by just a few dollars. For instance, one man rated in class "AA" was actually short only $30.00 of the required amount to win a grip. In other words a $30.00 order booked on the last day of the contest would have won for this salesman a $30.00 grip, in fact a grip that could not be bought at retail for $40.00.

We are inclined to think that many salesmen did not keep very close account of the business they had written during the contest otherwise they would certainly have made the effort to have written the few dollars of extra business necessary to give them the required total.

And now a few words about the winners in the contest. In class "AA" Mr. K. H. Gerlach wins a set of trimmings for the grip he won in the previous contest. Mr. Gerlach was really in the field but three full weeks of the contest, and when he came in at the end of the third week he needed nearly $500.00 to make him a winner. This seemed rather hard luck as Mr. Gerlach did not expect to put any more time in his territory, it being the intention of the house to have him work among the field force the balance of the season. Mr. Gerlach had been in from his territory a few days when he received a splendid order for blotters from a customer he had been working on the previous week, amounting to $500.00 or to be exact $495.00 which gave him the required amount to entitle him to a set of trimmings.

Mr. Cies proves a winner in class "A" under which heading he was rated. He nearly reaches the class "AA" total and altogether his work during the period of the contest is worthy of the greatest praise. He wrote business every day during the contest with the exception of one Monday. We don't know that we called his attention to this fact, and of course, it is possible that an order went astray. As our sales book stands he has been credited with business every day during the contest with the exception of this one day. During the first contest for grips Mr. Cies was out of the field some few weeks on account of sickness, which of course, made it impossible for him to stand a chance of winning. Had he been in the field we are very confident that we would now be announcing him as a winner of a set of trimmings instead of a grip.

Mr. S. L. Smith has made a splendid record in the contest. He was rated under class "B" but wrote a total volume of business that entitles him to a class "A" grip. Mr. S. L. Smith has been on the G.-B. sales force only since the first of April, and entered the contest about which we are now writing after having been with us only two weeks. He certainly has demonstrated his ability as a salesman by getting out of the class in which he was rated and moving up into class "A." He should feel mighty proud of his work, and we hope he will prove a winner in the contest now on.

Mr. H. E. Smith is probably the biggest surprise of the last contest. By this we mean we had hardly counted upon him as a winner,

as in looking over figures the last few days of the contest it was found that he needed quite a substantial volume of business to make him a winner. Mr. Smith is located on the Pacific coast as many of you know, and of course, it takes some little time for mail to reach us. When his first report for the last week of the contest came along it contained two orders amounting to $246.90. This showed that he had made a pretty good start for the last week, but this report was followed by a blank report. and then followed another report with two small orders. It was a few days more before we received his final report which contained five orders amounting close onto $300.00. Mr. Smith had evidently figured carefully and knew about how much he needed as accompanying his last report was the letter which we publish elsewhere, to the effect that the bank order which he closed on the last day, as near as he could figure, won for him a grip.

Mr. Fadely is another who made a good finish in the contest. He was rated in class "B," and wins out by a narrow margin. During the last week of the contest he wrote business every day, and to get the required total for the week he wrote three orders on Friday and finished the week by writing five orders, giving him the necessary total by a margin of $9.55. Mr. Fadely evidently kept close account of his work as he made some comments in a letter about his final work in the contest, and the fact that he required every one of the five orders to make him a winner.

While the number of winners in the contest as we stated previously, is rather disappointing we cannot help feeling that something has been accomplished when salesmen will show the spirit that the winners in this contest have shown. An enthusiastic salesman is pretty likely to prove a success, and if we can arouse enthusiasm in say only five men during a contest we believe that in the long run it is going to strengthen our sales force materially.

We know that the winners in this contest have the best wishes of every man on the G.-B. sales force as well as the best wishes of the sales department of the G.-B. Co. and we feel sure that each salesman will feel mighty proud of his prize when he receives it.

WEEK ENDING, MAY 22d

Mr. H. E. Smith leads the force with a total close onto $600.00, which makes him a winner in the contest ending the 22nd in class "BB" under which he was rated. His best day was that ending the contest upon which he wrote five orders amounting to nearly $300.00.

Mr. Roberts follows with a very nice total. He reported business five days and a total of 11 orders. His best business was written on Tuesday and Saturday, four orders written on Tuesday amounting to $152.50 and two orders on Saturday amounting to $118.25. On Monday he wrote three orders, Thursday one order and Friday two orders.

Mr. Saxton follows with a total not far behind that of Mr. Roberts. He closed a nice order on Tuesday amounting to $290.00 which helped out his total for the week materially. On Monday he secured three orders and on Friday one order, being skunked the remaining three days of the week.

Mr. Woodman stands No. 4 and is another who helped out materially by a nice order, amounting to $254.00, which he closed on Friday. A glance at the sales book shows that on Monday of the week following, i. e. that which ends the 29th, Mr. Woodman gets a good start by closing an order which amounts to close to $200.00. We hope he will be able to keep up the good work during the week.

Mr. S. L. Smith stands No. 5 and we are mighty glad to see his name well up in the gross sales column. Mr. Smith joined the G.-B. sales force about the first of April, and has been doing splendid work for us. He sold calendars for one of the leading companies previously, but gave up the work to go into another line. As we announced elsewhere Mr. Smith is one of the winners in the contest. He was rated in class "B," but he works out of his class and moves up into class "A." He wrote a total of nine orders and business five days. Monday he booked two orders; Tuesday one order; Wednesday a single order; Thursday was his best day he having booked three orders amounting to $108.00; Friday was productive of two fair orders; Saturday he was skunked.

Mr. Meyer follows with a very satisfactory total. He secured seven orders and business for three days. Monday he wrote three orders; Tuesday was his best day, he having written three orders amounting to $180.00; Thursday he wrote one fair order. The remaining days he was skunked.

Mr. Lott reports a total just five dollars less than that of Mr. Meyer. He landed five orders—one on each day with the exception of Wednesday. His best order was on Tuesday and amounts to $157.00.

Mr. F. A. Smith follows, and in this connection we want to say, have you noticed that the three Smiths stand among the first ten men in the gross sales column. We hope the good work will keep up. Mr. Smith's best order was written on Monday and amounts to $208.00.

Mr. Shimmin follows with a fair total. His best order was on Thursday and amounts to $232.50.

Mr. Fadely follows with a clean week and a total of 12 orders. On the first four days of the week he wrote one order each day; Friday three orders amounted to $61.00 and Saturday five orders amounted to $81.50. He certainly ended the week in fine shape and we hope he will be able to go along at this gait in the contest which is now on. Mr. Fadely, by the way, is another winner in the contest for grips which ended the 22nd. He wins out by a very narrow margin, having just $9.55 more than the required total. He certainly worked hard the last two days of the contest in order to close the required amount of business, all of which leads us to believe that if a salesman will enter a contest of this sort with a determination of winning, he can usually win, and at the same time increase his commissions materially.

The work of the sales force during the week was pretty evenly divided. There are a number of men who follow closely, each having reported a satisfactory business, which shows that the force has now settled down to the steady grind for business and we look for good results during the present month and the month of July.

Some of the good orders booked during the week are as follows:

Mr. Cies sold a bank $100.00 worth of "Ready for the Day's Work" in series 9 roll, "Hallowe'en" in series M9 mount, and "Monarch of the Farmyard" in series M6 mount. Mr. Lott sold a lumber company 500 of "Raising the First American Flag" in series M7 and 100 of the same subject in jumbo roll with 500 tubes.

Mr. W. A. McDonald sold a bank 300 of the ever-popular "Violet" in series M8 and a small lot of "The Sentinel" in jumbo roll. Mr. Meyer's good order of the week was a bank order. It calls for 500 of M606.

Mr. Roberts sold a jeweler 600 of "Violet" in series M16. Our splendid Gorter subject "A Gray Day, Holland" landed a nice order for Mr. Saxton, amounting to $290.00, and was given him by a lumber and fuel company.

Mr. Scott's best order of the week was a bank order. The subject that landed this order was "For Milady" in series M29. The order calls for 1000 pieces.

Mr. F. A. Smith's good order of the week was from a tannery. He sold them plain business calendars to the amount of $208.00.

Mr. H. E. Smith had three good orders. The largest order of the three was from a house furnisher. It calls for 2500 left-over cardboards, size 11x14, subject "Day Dreams." A lumber company placed an order with Mr. Smith calling for 4800 Palm series mailing

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, MAY 22d, 1909

	Standing In Sales	Days Business	No. Orders
Barber	35	7	12
Bayley	35	7	12
Beelman	19	4	9
Betton	21	3	5
Bowles	18	4	7
Brooks	35	7	12
Carter	35	7	12
Cies	6	1	3
Conkling	15	3	6
Ellis	23	4	8
Fadely	11	1	1
Fairbairn	27	4	8
Finley	29	6	10
Gerlach, A. E.	32	5	10
Henaghan	33	5	10
Huffert	34	6	10
Lindsley	35	7	12
Lott	8	2	7
McCully	25	4	8
McDonald, H. B.	17	2	5
McDonald, W. A.	13	3	6
McLaughlin	12	2	4
Marks	26	5	10
Meyer	7	4	5
Moore	24	4	9
Osmun	35	7	12
Parks	20	3	8
Reilly	28	5	10
Roberts	2	2	2
Rowe	35	7	12
Saxton	3	4	7
Scott	16	5	9
Shepard	31	6	11
Shimmin	10	6	11
Smith, F. A.	9	5	10
Smith, H. E.	1	4	3
Smith, S. L.	5	2	3
Thompson	22	2	5
Ungerer	14	3	6
White	30	6	11
Woodman	4	5	9

cards with envelopes. His third good order was a bank order and amounts to $124.00. It was a mixed order.

Mr. Woodman landed a nice order for De Luxe mounts amounting to $254.00. The subject that closed this order was "Freshly Gathered" in series 422. Mr. Woodman by the way, has been pushing the De Luxe mounts to the limit with splendid success. He has landed a number of important orders with this dainty style of mounting and if you have not wakened up to the fact that our De Luxe mounts are the most popular and dainty style of mounting ever incorporated in a calendar line, we would suggest that you push this line of goods hard from now on. It will pay you without a doubt.

Number of Orders.

Mr. Fadely stands No. 1 under this heading for week ending May 22nd, having reported a total of 12 orders. Mr. Roberts follows with a total of 11. Mr. S. L. Smith and Mr. Cies tie for third place with a total of nine orders each. Mr. McLaughlin stands No. 5 with eight orders. Four salesmen tie for sixth place with a total of 7 each, viz., Messrs. Betton,, H. B. McDonald, Meyer and Thompson. The following tie for tenth place with a total of six each: Messrs. Conkling, W. A. McDonald and Ungerer. Messrs. Bowles, Lott and Saxton tie for 13th place with a total of five orders each. Messrs. Ellis, Fairbairn, McCully and Parks tie for sixteenth place with four orders each.

Days' Business.

There is not much of an improvement under this heading over last week's showing. Only two salesmen report clean weeks viz., Mr. Cies and Mr. Fadely. The following six men report business for five days, Messrs. Lott, H. B. McDonald, McLaughlin, Roberts, S. L. Smith and John Dean Thompson. Those reporting business for four days are as follows: Messrs. Betton, Conkling, W. A. McDonald, Parks, Ungerer.

The showing under this heading for some little time back has not been anything like it should have been, and we are in hopes that the new contest, in which Day's Business may prove somewhat of a factor, will tend to improve the showing under this heading.

One has only to look over the sales book to quickly realize that it is possible for a salesman to do business five and six days every week. There are salesmen on our force who, since the first of the year have produced business with the greatest of regularity, while others rarely make a respectable showing under this heading.

Of course, each salesman has his own method of working. Some prefer to go after the medium sized orders and get a lot of them and by occasionally landing a good order, make a most satisfactory showing. While we want all the large orders we can get, we are inclined to think that the man who produces with regularity makes the best showing in the long run. We realize that large deals require a lot of work, but it does seem that while a salesman is working on these deals, that he would find sufficient time each day to at least pick up one or two orders of the bread and butter variety. Try this system during the contest now on, and we know that you will be more than pleased with the results.

NEWS FROM THE FIELD

H. E. SMITH MAKES A GRAND- STAND FINISH.

Elsewhere we have something to say with reference to the splendid finish made by Mr. H. E. Smith in the contest which ended the 22nd. On Saturday the last day of the contest Mr. Smith needed nearly $300.00 to win a grip. He closed five orders which gave him just a little more than the required amount, and he certainly is to be congratulaated on this splendid finish. In connection with one of the orders which amounted to $124.00 he writes as follows:

"When I talked with the cashier this morning he said there was no use trying to sell their institution calendars, as the president didn't believe in them; had never used them and that I would have to get his approval before anything could be done. He informed me that the president had not yet arrived but just then happened to see him coming across the street. I was waiting and ready and nailed him as soon as he had gotten fairly inside. I was in luck for he happened to be in good

humor, and the remarks I made to him seemed to strike him just right, for he said, "Have you got samples? How do I see them?" It didn't take me long to tell him how and he was soon looking over the line in a back room. Showed him our 17x26 rolls which seemed to strike him about right. I got out the 12x15 and the 10x16 mounts. He looked them over a few minutes. Almost before I could realize it he said, "Give me 300 of the large rolls and 400 of the mounts," stating further that he would leave the selection of the subjects to me.

Unfortunately he wanted a mixed order, and of course, I tried to explain the disadvantages of using more than one subject, but he wouldn't listen, put on his hat, sat down by the table and asked how much the whole thing would come to. As soon as I told him he said "All right" and immediately walked out and down the street. I then told the cashier the disadvantages of having more than one subject but of course, he could do nothing as the president had bought them. I think this order will just about land a grip for me.

H. E. SMITH."

REILLY OUT TO WIN.

Mr. Reilly writes as follows with reference to the new contest:

"I am out to win in the new contest. If I can keep up to my average I will do a fair business, and if I beat it as I expect to, will have a good business. Needless to say I am out for the good business. The Review inspires me and I am going to put in 10 to 12 hours a day if it takes that long to get that order.

I got the order accompanying this letter at 6:00 o'clock last evening. Good luck to everybody in the new contest. REILLY."

DAVIS De LUXE LANDS FINE ORDER FOR MOORE.

Mr. Moore landed a nice mill order amounting to $241.00. This institution has been using high grade calendars for a number years, being customers at one time of the Osborne Company and later of the Murphy Company, Murphy having sold them last year. Mr. Moore had the hardest kind of a time getting them interested in the proposition, as they did not see the G.-B. line last year and did not know that we were making good calendars in Joliet. The buyer recently looked over the Osborne line and had requested that some samples be forwarded which had not as yet arrived, and of course, was not inclined to place an order under the circumstances. Mr. Moore finally got him to look at our De Luxe line and had no trouble in closing the order promptly. In addition to a selection from series D33, they purchased "The Sentinel" in jumbo roll and series 7 roll. Mr. Moore's letter follows:

"Order enclosed for $240.58. These people are old O. and Murphy customers, having bought from them for several years. Murphy sold them last, but fell down this year.

I had an awful time getting a chance to show them, as the buyer had looked over the O. line about ten days ago and requested the salesman to send him three subjects which he would consider. He had not received these samples as yet so he flatly refused to look or listen at first, but after worrying around with him from 2:00 P. M. until 7:00 I finally got him interested in our little dainty "D" stuff and landed him for the nice order herewith.

They were all pretty chilly at first, it being Saturday and a busy day, but before I left they seemed very friendly toward the G. B. Co. You can just bank on it that the other fellow will have to show some mighty fine stuff if he gets this order before they see our line next year. They had never seen our line before and of course, thought it didn't amount to anything. MOORE."

TITLE LEAF FOR SERIES D33.

Some salesmen seem to be under the impression that title leaves will be furnished with the Davis De Luxe series which goes under series number D33. This is not the case however. as we have not prepared title leaves for either series 32 or 33 as you will note by referring to handbook. The reason for this is that the subjects are of such a character that would make it rather difficult to write a description or title page. We thought the matter was fully understood until recently we find some good orders coming in which call for title leaves.

Kindly make note of the fact at once in your handbook that the title leaves *will not* be supplied with series D33 and at the same time if any of you have booked orders for this series with the understanding that title leaves are to be supplied, advise us so that we take the matter up with customers or submit finished sample of the calendar for O. K. before completing the work, to avoid any misunderstandings.